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~~end~~ searching for the partial information which accords with user profile data from said multimedia information based on matching between the user profile data and the program feature data; and providing the searched partial information to a user.

~~A2~~ 3. (Amended) An information providing apparatus comprising:
a first database configured to store multimedia information;
an analyze section configured to analyze said multimedia information stored in said first database in units of partial information of the multimedia information using at least one analysis method of moving image analysis, acoustic/speech analysis, and text analysis;
a second database configured to store program feature data which is obtained in units of the partial information of the multimedia information or program feature data which is externally inputted; and
a search engine configured to search for program feature data from said second database in accordance with user profile data, and select the partial information from said multimedia information stored in said first database in accordance with searched program feature data.

~~A3~~ 17. (Amended) An information reception apparatus connected to an information providing server having a database which stores multimedia information and program feature data which is an analysis result of at least one of moving image analysis, acoustic/speech analysis, and text analysis in units of partial information of the multimedia information or program feature data which is externally inputted, comprising:

a search engine configured to search for predetermined program feature data from said database and select the partial information from said multimedia information stored in said database in accordance with searched program feature data.